

What is claimed is:

1. A product information notification method wherein:
 - acquiring profile information of a user wishing to look up basic information for an individual product;
 - 5 selecting and presenting to said user basic information of a product group that said user wishes to look up from a product information database storing basic information of said individual product; and
 - 10 selecting and presenting to said user additional information regarding products in said product group that corresponds to said user profile information from a database storing additional information for said individual product.
2. A product information notification system comprising:
 - 15 profile information acquisition means for acquiring profile information of a user wishing to look up basic information for an individual product;
 - a product information database storing basic information for said individual product;
 - 20 product information presentation means for presenting from said product information database basic information of a product group that said user wishes to look up;
 - an additional information database storing additional information for said individual products;
 - 25 display parameters processing means for selecting

corresponding additional information from said additional information database based on profile information acquired by said profile information acquisition means; and
additional information presentation means for
5 presenting to said user additional information selected by said display parameters processing means.

3. The product information notification system according to claim 2, wherein said profile information acquisition means conducts wireless communication with a
10 user terminal storing that user's profile information to acquire said user's profile information.

4. The product information notification system according to claim 2, wherein said profile information acquisition means conducts wireless communication with a
15 user terminal storing that user's identification information, and acquires from a profile database storing user profile information user profile information corresponding to said user identification information.

5. A product information notification system according
20 to claim 2, wherein said product information presentation means and additional information presentation means include, respectively, product information presentation means and additional information presentation means provided in the vicinity of said individual product.

25 6. A product information notification system according

to claim 3, wherein said product information presentation means and additional information presentation means respectively include product information transmission means transmitting information to be displayed by product

5 information display means and additional information display means provided on said user terminal.

7. The product information notification system according to claim 2, having a product information management server comprising a WWW server that manages said

10 product information database and presents information to a user terminal having a WWW browser, said WWW server comprising said product information presentation means and additional information presentation means.

8. The product information notification system according to claim 7, wherein said profile information acquisition means acquires a user's profile information from said user's terminal over the Internet.

9. The product information notification system according to claim 7, wherein said profile information acquisition means acquires a user's identification information from said user's terminal over the Internet, and acquires from a profile database storing user profile information profile information corresponding to said user's identification information.

25 10. The product information notification system

according to claim 9, wherein said product information management server manages said profile database.

11. The product information notification system according to claim 9, wherein a customer management server
5 interconnected with said product information server manages said profile database.

12. A product information notification system according to claim 7, wherein said product information server manages said additional information database and includes said
10 display parameters processing means.

13. The product information notification system according to claim 7, wherein an additional information management server interconnected with said product management server manages said additional information
15 database and includes said display parameters processing means.

14. The product information notification system according to claim 7, wherein said product information presentation means and additional information presentation
20 means include a terminal linkage unit that operates on a WWW browser on said user terminal.

15. The product information notification system according to claim 14, wherein said terminal linkage unit is a Java applet for displaying additional information.

25 16. The product information notification system

according to claim 14, wherein said terminal linkage unit is
a Java applet for comment input accepting input of comments
from said user terminal.

17. The product information notification system
5 according to claim 16, further comprising a comment database
managing comments from said user terminal accepted by said
terminal linkage unit.

18. The product information notification system
according to claim 14, wherein said terminal linkage unit is
10 a chat linkage unit accepting chat by said user terminal.

19. The product information notification system
according to claim 18, further comprising a chat channel
management unit managing chat contents accepted by said chat
linkage unit.

20. The product information notification system
according to claim 14, wherein said terminal linkage unit is
an order acceptance linkage unit accepting product orders
from said user terminal.

21. The product information notification system
20 according to claim 20, further comprising an order procedure
unit conducting order procedures based on a product order
accepted by said order acceptance unit.

22. A computer readable recording medium on which is
recorded a program for a product information notification
25 method wherein:

acquiring profile information of a user wishing to look up basic information for an individual product;

selecting and presenting to said user basic information of a product group that said user wishes to look up from a
5 product information database storing basic information of said individual product; and

selecting and presenting to said user additional information regarding products in said product group that corresponds to said user profile information from a database
10 storing additional information for said individual product.